

B. AMENDMENTS TO THE CLAIMS

1. (Currently Amended). A computer assisted method of establishing a brand presence in a remote facility, comprising:

accessing, by remote facility personnel, a central network computer housed in a central facility having a playlist that controls the playback of audio and video broadcasting within the remote facility, the playlist comprising free entertainment and advertisement content[, the entertainment content provided in the absence of remuneration beyond the advertising content];

entering on the playlist, by remote facility personnel, identifiers of advertisement content related to the remote facility; and

the central computer network accessing the playlist entered by the remote facility personnel and pushing to the remote facility the playlist .

2. (Previously presented). The method of claim 1, further comprising selecting, by remote facility personnel, a supplemental advertisement campaign.

3. (Previously presented). The method of claim 2, wherein the supplemental advertisement campaign is selected from the group consisting of a print campaign, an email campaign, and combinations thereof.

4. (Previously presented). The method of claim 1, further comprising reserving, by an organization affiliated with the remote facility, certain time slots for advertisements relating to the organization.

5. (Previously presented). The method of claim 1, wherein entering the playlist includes entering on the playlist, by remote facility personnel, identifiers of advertisements to be played in a portion of the remote facility.

6. (Previously presented). The method of claim 1, further comprising pushing to the remote facility, via a medium selected from the group consisting of the Internet, satellite links, and combinations thereof, the playlist.

7. (Previously presented). The method of claim 1, further wherein the step of accessing, by remote facility personnel, the central network computer further comprises accessing, via the Internet, the central network computer.

8. (Currently Amended) A computer assisted method of establishing a brand presence in a remote facility, comprising:

accessing, by facility personnel and via the Internet, a computer housed in a central facility having a playlist that controls the playback of audio and video broadcasting within the remote facility, the playlist comprising free entertainment and advertisement content[, the entertainment content provided in the absence of remuneration beyond the advertising content];

entering on the playlist, by remote facility personnel, identifiers of advertisement content related to the facility; and

the central computer network accessing the playlist entered by the remote facility personnel and pushing via the Internet to the remote facility the playlist .

9. (Previously presented) The method of claim 8, further comprising selecting, by remote facility personnel, a supplemental advertisement campaign.

10. (Previously presented). The method of claim 8, further comprising reserving, by an organization affiliated with the remote facility, certain time slots for advertisements relating to the organization.

11. (Previously presented). The method of claim 8, wherein entering the playlist includes entering on the playlist, by remote facility personnel, identifiers of advertisements to be played in a portion of the remote facility.

12. (Previously presented). The method of claim 8, further comprising pushing to the remote facility, via a medium selected from the group consisting of the Internet, satellite links, and combinations thereof, the playlist, which playlist includes advertisements related to the remote facility.

13. (Previously presented). The method of claim 8, further wherein accessing, by remote facility personnel via the Internet, the computer further comprises accessing, by remote facility personnel via the Internet, a central network computer.

14. (Currently Amended). A computer assisted method of establishing a brand presence in a remote facility, comprising:

accessing, by remote facility personnel, a computer housed in the central facility having a playlist that controls the playback of audio and video broadcasting within the remote facility, the playlist comprising free entertainment and advertisements[, the entertainment content provided in the absence of remuneration beyond the advertising content];

creating at least one advertisement containing standard and customized content;
entering on the playlist, by facility personnel, identifiers of at least one advertisement, the advertisements containing standard and customized content; and
pushing to the remote facility the playlist, which playlist includes at least one advertisement related to the remote facility.

15. (Previously presented). The method of claim 14, further comprising selecting, by remote facility personnel, a supplemental advertisement campaign.

16. (Previously presented). The method of claim 14, further comprising reserving, by an organization affiliated with the remote facility, certain time slots for advertisements relating to the organization.

17. (Previously presented). The method of claim 14, wherein entering the playlist includes entering on the playlist, by remote facility personnel, identifiers of advertisements to be played in a portion of the remote facility.

18. (Previously presented). The method of claim 14, further wherein pushing to the remote facility comprises pushing to the remote facility via a medium selected from the group consisting of the Internet, satellite links, and combinations thereof.

19. (Previously presented). The method of claim 14, further wherein accessing, by remote facility personnel via the Internet, the computer further comprises accessing, by remote Facility personnel via the Internet, a central network computer.